

could put on us," she added. "We never use the word 'disability' throughout the entire ad."

Among those collaborating on the campaign are Wirestone; Kelly, Scott & Madison; and Fuor Digital, a unit of Kelly, Scott & Madison, all based in Chicago.

"People go through life labeling other people: 'the funny guy,' 'the bald guy,' 'the girl with the glasses,'" said Brian Addison, director for brand strategy at Wirestone. "The labels can go from harmless to hurtful."

"We're saying, before you label someone, think twice whether it correlates to productivity in the workplace," he added.

In developing the creative approach, "we wanted it to be on that fine line of provocative but not polarizing," Mr. Addison said, adding that he believed the campaign accomplished being "human instead of being overly serious."

The ads are being concentrated in media outlets preferred by the intended audience of people who ought to, as the campaign suggests, "evolve your work force," those who influence hiring decisions at small, midsize or large companies. They include senior managers, executives and staff members of human resources departments and hiring managers.

The commercial is to run during Sunday morning news programs on ABC, CBS and NBC and on cable channels like BBC America, CNN, ESPN and HLN.

The print ads are to appear in publications like Fast Company, HR Magazine, Inc., Time, The Wall Street Journal and The Week.

Among the Web sites scheduled to run the digital ads are CNN.com, ESPN.com and WSJ.com. There will also be search-engine marketing tied to keywords on Web sites like Google.

THANKING THE YOUTH OF ARNOLD, NEBRASKA, FOR DONATIONS TO HAITI

HON. ADRIAN SMITH

OF NEBRASKA

IN THE HOUSE OF REPRESENTATIVES

Thursday, February 4, 2010

Mr. SMITH of Nebraska. Madam Speaker, I would like to take a few moments today to acknowledge a great group of Nebraska students who have graciously put forth efforts to aid the people of Haiti in their time of need.

After the destructive earthquake which hit the island of Haiti, many are surviving without basic necessities. A third-grade class in Arnold, Nebraska had been studying citizenship when the crisis in Haiti occurred. When a student suggested the class aid in the efforts to help Haiti recover from the earthquake, the rest of the class sprung into action.

The students gathered as many clothes, blankets, medical supplies and shoes as they could and teamed up with the Grain Train, an

organization which has been sending supplies to the Haiti orphanages for years.

Their efforts should not go unnoticed, and I am grateful to have such outstanding students doing what they can to extend Nebraska's "Good Life" worldwide.

TRIBUTE TO WILLIAM COELHO FOR HIS OUTSTANDING SERVICE TO THE COMMUNITY

HON. ROSA L. DeLAURO

OF CONNECTICUT

IN THE HOUSE OF REPRESENTATIVES

Thursday, February 4, 2010

Ms. DELAURO. Madam Speaker, it is with great pleasure that I rise today to join the community of Milford, Connecticut as they gather to pay tribute to William "Bill" Coelho—an outstanding individual who has dedicated countless hours to enriching the lives of others and making his community a better place to live, work, and grow.

Bill is an extraordinary man whose generosity, compassion, and commitment to public service has touched the lives of many. He, like so many of us, learned about the importance of community service and caring for others from his parents, Rose and Julio Coelho. Bill has taken those lessons and dedicated a lifetime to improving the quality of life for friends, neighbors, and strangers alike. He is a reflection of the very best of our community.

Bill is a legend in Milford—particularly in the sports community. He was an All-State tackle and Heavyweight Division State Champion at Milford High School where the gymnasium would be packed to witness his next conquest. As an adult, raising his own family in Milford, Bill organized the Milford Raiders Football Program and started a Wrestling Clinic for young athletes. Through these programs, Bill has helped to instill in hundreds of our young people the value of team work, practice, camaraderie, sportsmanship, and commitment to excellence—skills that will serve these young people well as they begin to leave their own mark on the world.

The difference that Bill has made in the lives of others is immeasurable. However, what he means to this community is reflected in the faces of all of those who have gathered this evening to pay him tribute and support him in his time of need. Bill has been struggling with lung cancer for some eighteen months now. I have no doubt that Bill will win his battle—if nothing else, Bill is a fighter, determined to regain his health and to continue his work in our community.

For the many invaluable contributions he has made and his lifetime of service to the community, I am proud to stand today and extend my deepest thanks and appreciation to

William "Bill" Coelho. My very best wishes to Bill, his wife, Deb, and his son, Zachary as they share this very special evening of friendship and support.

JANUARY, 2010: NATIONAL MENTORING MONTH

HON. DAVID G. REICHERT

OF WASHINGTON

IN THE HOUSE OF REPRESENTATIVES

Thursday, February 4, 2010

Mr. REICHERT. Madam Speaker, today I rise in support of National Mentoring Month. On the 26 of January, this House passed a resolution supporting the goals and ideals of National Mentoring Month, which we recognize each January. Last year I honored an organization that operates in and around the Eighth Congressional District that truly exemplified the spirit of selflessness and community that we look for in our Nation. This year, I've selected another honorable organization to highlight.

Big Brothers Big Sisters of Puget Sound is a wonderful organization. Despite rough economic times they have persevered and continue working to match boys and girls in Western Washington with willing and energetic mentors to build relationships that sometimes last a lifetime. In 2009 alone, Big Brothers Big Sisters of Puget Sound made and funded more than 2,000 matches in Western Washington. "Bigs" head to their "littles" schools or neighborhoods to study or play. "Bigs" in Western Washington may go to Safeco Field with their "little" to watch the Mariners play, or board a ferry to get an up-close glimpse of the beautiful Puget Sound.

It is during difficult economic times that wonderful organizations such as Big Brothers Big Sister can "slip under the radar" and struggle mightily—and silently—while trying to achieve their goals. I encourage everyone to support your local chapter of Big Brothers Big Sisters, and any other businesses, or nonprofit, religious or civic organizations who put the youngest among us first. We all know the devastating stories of young people whose futures are derailed because of poor decision-making, violence, or apathy. Mentoring holds a remedy. Mentoring is proven to change lives—the lives of "bigs" and "littles" alike.

In 2009, Patrick D'Amelio took over for Tina Podlowski as President and CEO of Big Brothers Big Sisters of Puget Sound. I look forward to working with Patrick on issues of mentoring and education, and I wish him all the best in the coming year. Again, I encourage this body to support mentoring across our great Nation, because the work done by our mentors is invaluable and lasting.